

**DOWNTOWN BANGOR PARTNERSHIP
BOARD OF DIRECTORS
Tuesday, November 18, 2014, 8:30 am**

MINUTES

Officers Present: Heather McCarthy, Treasurer

Directors Present: Kate Bielinski, Annie Cambridge, Annette Dodd, Heather Furth, Josh Gass, Gibran Graham, Kate Grover, Karen Foley, Ben Sprague, Dan Sykes

Others: Caitlin Brooke, Staff Liaison

Excused Absence: Julie Baker-Leaden, Stephen Boardway, Molly Briggs, Betsy Lundy

Unexcused Absence: Jen Brooks, Nazrin Dixon

Guests: Tanya Emery, Director of Community and Economic Development at the City of Bangor, Sean Faircloth, Bangor City Councilor

CALL TO ORDER

Treasurer, Heather McCarthy, called the meeting to order and thanked everyone for coming.

CONSENT AGENDA

1. Approval of Minutes – October 9, 2014 Meeting
2. Financial Report

Gibran Graham moved to approve the Consent Agenda. Dan Sykes seconded the motion, which was approved unanimously.

DISCUSSION ITEMS

Downtown Countdown

Heather McCarthy took off her “DBP Treasurer” hat and put on her “Downtown Countdown Event Planner” hat to discuss the status of the event. With help from Molly Briggs and Karen Foley, the event now has raised \$11,200 towards its operating budget, including a presenting sponsor: Cross Insurance. There is still about \$4,000 more to raise so any connections or asks DBP Board Members can make would be helpful.

Gibran asked when the finalized schedule will be ready to that the DBP can help spread the word. Heather said the final touches will be on the website by November 29 and information like schedules will be available online.

Social Media Demographics

(See Attachment 1)

Josh Gass prepared an analytics and infographics report about the Downtown Bangor Facebook page. His report provided insights in the demographics of users and how posts are performing on the page. For more details, graphs, and findings please see the attached document.

Networking and Outreach Committee Update

Gibran reported on the Quarterly Downtown Business Meeting which took place last Wednesday at The Charles Inn. There were quite a few new faces in the group and the discussion centered around Halloween, upcoming holiday promotions, and the relaunch of the “Welcome Baskets” for new businesses.

Events Committee Update

Josh briefly gave a rundown of what the Events Committee is currently working on (Downtown Countdown and Santa’s Workshop) and what they will be looking at in early 2015 (Fresh Air Market and Cool Sounds.)

Marketing Committee Update

Caitlin Brooke summarized the holiday promotions that the Marketing Committee has secured for this season. WABI-TV Channel 5, Zone Radio, and the Bangor Daily News will all be running downtown Bangor-centric marketing promotions. The Bangor Daily News promotion includes a package deal for downtown businesses that includes 3 ads for the Early Bird Sale, Plaid Friday, and Small Business Saturday. The discounted price was available because the DBP underwrote the package.

Beautification Committee Update

Annette Dodd said the lighting ceremony on November 1 in Hannibal Hamlin Parkways went well despite the rain. The Committee is still working to illuminate all the lights on Main Street. This Friday is the next Beautification Committee meeting where they will be goal setting for 2015.

Update on Staffing and Resources

Heather explained to the group that Tanya Emery had asked for a meeting with the Executive Committee last week to discuss the DBP’s allocation of staff time. As it stands, after four months into the fiscal year the DBP is way over the staff time and funding allocation that is budgeted quarterly. Discussion ensued about the role of the staff liaison, the role of the board, and the future course of the DBP. Immediate solutions to reign back Caitlin’s time included Committees meeting solo, have Chairs take meeting minutes, and report back to Caitlin about tasks in which she can assist in. (For more details, please refer to the video on the City’s website.)

Being no other business, the meeting was adjourned.

To watch a full version of the Downtown Bangor Partnership’s November 18 meeting, please visit:

<http://bangormaine.pegcentral.com/player.php?video=92d5629cd80bd86bfc4697564183b5e8>